New Marlboro 25's

Five more cigarettes per pack.
FILTER CIGARETTES
Marlboro
25's
Marlboro
LIGHTS 25's
Famous Marlboro Red and Marlboro Lights—
either way you get a lot to like.
Philip Morris Inc. '83
Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.
Lights: 11 mg "tar," 0.8 mg nicotine—Kings: 17 mg "tar,"
1.1 mg nicotine av. per cigarette, by FTC method.

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Source: https://www.industrydocuments.ucsf.edu/docs/rxnj0004